

For Immediate Release

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New KOB program targets impact of beautification efforts

Opelika, Alabama (February 27, 2017) – Increasing awareness of the impact of a beautiful environment is the goal of a new campaign by Keep Opelika Beautiful as the organization celebrates its 20th anniversary.

“Love Where You Live will be about changing attitudes toward responsibility for litter, creating a beautiful environment and working together to make Opelika a more beautiful place to live, work and play,” said Tipi Miller, director of Keep Opelika Beautiful.

Studies from Keep America Beautiful have shown that beautification and anti-litter efforts impact economic development, the housing market, unity among neighbors, tourism and animal health, among other attributes. Keep Opelika Beautiful will market the campaign through civic clubs, schools, social media, current programs and partnerships with businesses and other non-profit organizations.

“Many times people do not see their behavior as having impact on other people. To make our area a better place, we must force our personal space to extend to our neighborhood and community,” Miller said.

Businesses and citizens are encouraged to join Keep Opelika Beautiful in promoting Love Where You Live. For more information, contact Keep Opelika Beautiful at tipi@keepopelikabeautiful.com or (334) 749-4970.